RJ REYNOLDS

TOBACCO COMPANY

COPY

J. CAMPBELL / ROU 1610
PROMOTIONAL COORDINATOR

8899 MAIN STREET
WILLIAMSVILLE, NY 14221
(716) 634-4179
FAX (716) 634-3145

February 3, 1998

RJR Account #611800
Mr. J. Beaver
STANDARD ROSENBAUM

MARCH: WINSTON B2G1F / PROMOTION #800115

Dear Joe:

WINSTON B1G1F product (6M), and Live product, has been ordered (see quantities listed below), as well as **90** skus of B2G1F Sleeve Display Kits (Item #538994) to pack and ship this promotion to your participating retail accounts. (Note that this product is **not** 'pre-sleeved' product.)

WINSTON BRAND STYLE	#/ Cases B1G1F (6M)	B1G1F UPC Code	#/ Cases LIVE	LIVE UPC Code
FF Box	**3**	12300-11226	**1 (12M)**	12300-11212
Light Box	**6**	12300-11926	**3 (6M)**	12300-11906
Ult Lt Box	**3**	12300-70326	**2 (6M)**	12300-70306

Product / Premium Arrival: **February 23, 1998**

Ship Date to Retail: **Week of: March 9, 1998**

DISPLAY DETAIL (#538994)

SKU CUBE : **1.6700**
SKU WT (w/o Product): **4.5000 lbs**
Retail Sales Offer per Sku: **20 Offers**

Billing per Sku: **4 Full Price Cartons**

EFT $ Amount: **$3,878.10**

PARTNERS 'BONUS' REPORTING DESCRIPTION **'WIN MAR B2G1F'**

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PROMOTION DESCRIPTION: SEE ENCLOSED *'WHOLESALER PACKING INSTRUCTIONS'*. OPEN WINSTON B2G1F SHIPPING CASE. REMOVE RED CARDBOARD INSERT AND PLACE ONE B1G1F OFFER INTO EACH WINSTON STYLE-SPECIFIC SLEEVE. ADD ONE 'LIVE' WINSTON PACK OF SAME STYLE TO EACH OFFER. PLACE RED CARDBOARD INSERT BACK INTO CASE AND SHIP TO RETAILER.

BRAND STYLES: WINSTON FF BOX / WINSTON LT BOX / WINSTON ULT LT BOX

DISPLAY BRAND LOAD:
* **4 CARTONS:**
  2 WINSTON LT BOX
  1 WINSTON FF BOX
  1 WINSTON ULT LT BOX
  EACH DISPLAY WILL CONTAIN TWENTY (20) B2G1F OFFERS.

A list of accounts authorized to receive packed displays is attached. RJR will reimburse you $28.00 per **live 12M** case for all displays packed and shipped to retail on a timely basis. This equates to **$168.00 (6 (12M) case(s) @ $28.00)**. Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell
Promotional Coordinator / 1610
/jc
cc: R. Tanchyk
Enclosures:
- Customer List
- Wholesaler Packing Instructions
- Promotion Flyer

Note to RJR Manager:
Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

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WHOLESALER : 611800 STANDARD-ROSENBAUM, INC. <DIRECT>
TEMPLATE : 800115 80300 WIN MAR B2G1F
TEMPLATE SEQ : 0038
SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT PHONE #
162202	162238	632811	CITGO #1425	100 N 2ND ST	FULTON	NY	13069	4		3459-0000	05967	(315)593-7844
162210	162227	178900	RICHIE STATIONARY	MARKET & CENTER S	ELLENVILLE	NY	12428	1				(914)647-4995
162210	162227	393686	XTRA MART #1421	ROUTE 209	WAWARSING	NY	12489	1		3459-0000		(914)647-3850
162302		274609	XTRA MART #1462	EXIT 21 RT 9N	LAKE GEORGE	NY	12845	1		3459-0000		(518)668-5386
162302	162320	511585	XTRA MART #1458	BAY & SANFORD STR	GLENS FALLS	NY	12801	1		3459-0000		(518)798-8862
162302	162320	512855	XTRA MART #1435	360 GLEN ST	GLENS FALLS	NY	12801	1	NYS	3459-0000		(518)792-6641
162303	162324	087082	HESS #32211	NOTT ST & MAXON R	SCHENECTADY	NY	12308	4		0353-0304		(518)372-8880
162303	162322	422751	SUNOCO SCOTIA #1493	184 SACANDAGA RD	SCOTIA	NY	12302	1		3459-0000		(518)374-8830
162303	162322	565559	GLENVILLE BEVERAGE	53 FREEMANS BRIDG	SCOTIA	NY	12302	1				(518)374-4615
162303	162324	717366	BALLTOWN BEVERAGE	480 BALLTOWN RD	SCHENECTADY	NY	12304	2				(518)393-2548
162304	162321	020910	COLONIAL DELI MART	280 MIDDLETOWN RD	WATERFORD	NY	12188	1				(518)233-1310
162304	162321	569160	SCHANZ'S DISC BEVER	3RD AVENUE & 4TH	WATERVLIET	NY	12189	1				(518)273-4045
162304	162324	571951	COLONIE STAR BEVERG	1823 CENTRAL AVE	ALBANY	NY	12205	1				(518)869-5579
162304	162322	571952	LATHAM BEVERAGE CTR	601 NEW LOUDON RO	LATHAM	NY	12110	1				(518)785-3758
162304	162321	642177	NISHA-9-INC.	DBA/BROOK FOODS	BALLSTON SPA	NY	12020	1				(518)885-4669
162304		717428	WEST ALBANY NEWS CE	294 SAND CREEK RD	ALBANY	NY	12205	1				(518)489-8102
162304	162322	721863	PAYLESS BEVERAGE	1021 TROY SCHENEC	LATHAM	NY	12110	1				(518)785-4076
162304		740308	ZULLO'S GROCERY	125 MAIN ST	COHOES	NY	12047	1				(518)237-9408
162304	162321	762959	THRUWAY BEVERAGE II	1184 STATE ROUTE	GREENWICH	NY	12834	1				(518)692-8296
162304	162325	283626	NO TROY FOOD CIRCUS	28 112TH ST	TROY	NY	12182	1				(518)235-4842
162304	162322	026572	COULSON'S NEWS	594 NEW LOUDON RD	LATHAM	NY	12110	1				(518)785-6499
162304	162322	175999	COULSON'S NEWS	420 BROADWAY	ALBANY	NY	12204	1				(518)449-7577
162304	162321	239719	XTRA MART #1473	2951 ROUTE 9	BALLSTON SPA	NY	12020	1		3459-0000		(518)584-9957
162304	162321	318275	NUTTINGS GENERAL ST	1359 5TH AVE	WATERVLIET	NY	12189	1				(518)273-9781
162304	162321	397201	A PLUS #60037F	1245 ONTARIO STRE	COHOES	NY	12047	1		0362-0102		(518)237-4079
162304		415689	MID VALLEY OIL #141	1958 AMSTERDAM RD	BALLSTON SPA	NY	12020	1		3459-0000		(518)882-9633
162304	162321	459138	MID VALLEY OIL #145	616 BROADWAY	WATERVLIET	NY	12189	1		3459-0000		(518)271-9791
162304	162325	480355	XTRA MART #1508	491 5TH AVE	TROY	NY	12182	1		3459-0000		(518)[illegible]
162304	162321	508214	SANDRA J. BESTON	16 COHOES RD	WATERVLIET	NY	12189	1				(518)274-1135
162304	162322	541818	AMIN PETROLEUM	736 NEW LOUDON RD	LATHAM	NY	12110	2				(518)783-5580
162304	162322	571958	BEVERAGE BARON	269 OSBORNE ROAD	LOUDONVILLE	NY	12211	1				(518)489-7400
162304	162321	597833	X-MART	22 CENTRAL AVENUE	MECHANICVILLE	NY	12118	1		3459-0000		(518)664-7503
162304	162322	681800	LATHAM NEWS	679 TROY SCHENECT	LATHAM	NY	12110	1				(518)783-1143
162304	162321	700415	WATERFORD BEV MART	35A SARATOGA AVE	WATERFORD	NY	12188	1				(518)238-0253
162304	162321	737899	ONE DOLLAR DEALS	CROSSINGS SHOP CE	CLIFTON PARK	NY	12065	1				(518)383-6806
162304	162325	739411	BEVERAGE BARN INC.	402 5TH AVE	TROY	NY	12182	1				(518)235-6397
162304	162321	766952	HALFMOON GETTY	1493 ROUTE 9	CLIFTON PARK	NY	12065	2				(518)371-3967
162304	162322	777272	HANDY ANDY	654 WATERVLIET SH	LATHAM	NY	12110	1				(518)785-1981
162305	162325	083760	SUPER MART INC	50 COLUMBIA	RENSSELAER	NY	12144	1		3148-0000		(518)465-3384
162305	162326	767522	ALCOVE STORE	ROUTE 143	ALCOVE	NY	12007	1			27516	(518)756-2042
162305		175710	EARLTON STORE	PO BOX 34	EARLTON	NY	12058	1			11619	(518)731-6619
162305		586856	Z'S PETROLEUM	RT 81 & RT 9W	WEST COXSACKIE	NY	12192	1				(518)731-2768

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WHOLESALER : 611800 STANDARD-ROSENBAUM, INC. <DIRECT>
TEMPLATE : 800115 80300 WIN MAR B2G1F
TEMPLATE SEQ : 0038
SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT PHONE #
162305		667474	AUBURN NEWSSTAND	MILEPOST 103 NORT	MALDEN-ON-HUDS	NY	12453	1				(914)246-0336
162305		794563	TWINS DELI & GROCER	413 CLINTON AVE	ALBANY	NY	12206	1				(518)463-9430
162305	162326	568618	SUPERMART	ROUTE 22	CANAAN	NY	12029	1		3148-0000		(518)781-4865
162305	162326	636238	BEVERAGE WAREHOUSE	RT. 9W	WEST COXSACKIE	NY	12192	2				(518)731-1020
162305	162322	649997	MONTANA FOOD MKT	17 WATERVILET AVE	ALBANY	NY	12206	1				(518)446-0404
162305	162326	654282	J&G	91 SOUTHER BLVD	ALBANY	NY	12209	1				(518)465-6353
162305	162322	718802	ABC GALLERIES	125 CENTRAL AVE	ALBANY	NY	12206	2				(518)424-6786
162305	162326	722987	NEW AB CONVENIENT	299 2ND AVE	ALBANY	NY	12209	1			31021	(518)433-0749
162305	162326	767079	QUICK-STOP DELI	ROUTE 32	KINGSTON	NY	12401	1			57281	(914)336-8150
162305	162322	767813	UPTOWN NEWS	136 N ALLEN ST	ALBANY	NY	12206	1			27951	(518)438-5955
162305	162322	769976	ONE DOLLAR DEALS	900 CENTRAL AVE	ALBANY	NY	12206	1			23846	(518)458-9398
162305	162326	773876	GRANDMA'S DELI	187 ROUTE 23A	PALENVILLE	NY	12463	1			12666	(518)678-9279
162305	162326	176960	SOUTH CAIRO CTRY ST	ROUTE 23 B	SOUTH CAIRO	NY	12482	1				(518)622-9958
162305	162322	301615	DUNBROOK LTD MOBIL	442 MADISON AVE	ALBANY	NY	12208	1				(518)434-6263
162305	162324	441213	SUPER MART #6	1560 CENTRAL AVE	ALBANY	NY	12205	2		3148-0000		(518)465-2864
162305	162322	503321	SUPER MART II	463 ALBANY SHAKER	LOUDONVILLE	NY	12211	1		3148-0000		(518)489-8512
162305	162326	346438	SUPER MART	1811 COLUMBIA TPK	CASTLETON ON H	NY	12033	1		3148-0000		(518)477-1048
162306	162328	439031	QUICK PICK CORNER	22 N BROADWAY	RED HOOK	NY	12571	2				(914)758-2493
162306	162325	513497	MPC ENT/GETTY	700 PAWLING AVENU	TROY	NY	12180	1			15438	(518)283-0454
162306	162325	565313	TROY DISCOUNT BEVER	330 2ND ST	TROY	NY	12180	1				(518)274-2256
162306	162326	607426	GRAMPY'S	203 CHURCH STREET	NASSAU	NY	12123	1				(518)766-2164
162306	162325	625126	MID VALLEY OIL #142	95 HILL ST	TROY	NY	12180	1		3459-0000		(518)273-4293
162306	162325	634336	BRUNSWICK BEVERAGE	668 HOOSICK STREE	TROY	NY	12180	1			17897	(518)274-1100
162306	162325	637167	J&J RETAIL INC.	DBA $1.00 DEALS	RENSSELAER	NY	12144	2				(518)479-0324
162306	162326	686760	XTRA MART	600 COLUMBIA TPKE	EAST GREENBUSH	NY	12061	1		3459-0000		(518)477-4002
162306	162325	686867	NITE OWL NEWS	400 FULTON ST	TROY	NY	12180	1				(518)272-8586
162306	162325	722162	FAST FOOD EXPRESS	132 MAIN AVE	WYNANTSKILL	NY	12198	1			25544	(518)286-2706
162306	162325	731743	NED ABBOTT'S NEWS	135 HOOSICK ST	TROY	NY	12180	1			17515	(518)272-9753
162306	162325	746203	GREENBUSH DISCOUNT	PETER G. ENGEN E	TROY	NY	12180	1			04390	(518)283-2230
162306	162326	767196	NIVERVILLE DELI	LAKE STREET	NIVERVILLE	NY	12130	1				(518)784-2215
162306	162328	769337	PITSTOP DISCOUNT BE	176 ROUTE 66	HUDSON	NY	12534	1			51235	(518)828-1012
162307	162327	178373	CONVENIENT DELI	186 MAIN ST	NEW PALTZ	NY	12561	1				(914)255-9835
162307	162327	769517	KNOTH'S MOBIL	409 MAIN ST	NEW PALTZ	NY	12561	1				(914)255-7444
162308	162328	769707	HYDE PARK DELI	1 W MARKET ST	HYDE PARK	NY	12538	1				(914)229-5633

PAGE BREAK TOTAL ACCOUNTS 76 TOTAL QUANTITY 90

TEMPLATE TOTAL ACCOUNTS 76 TOTAL QUANTITY 90

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WHOLESALER PACKING INSTRUCTIONS

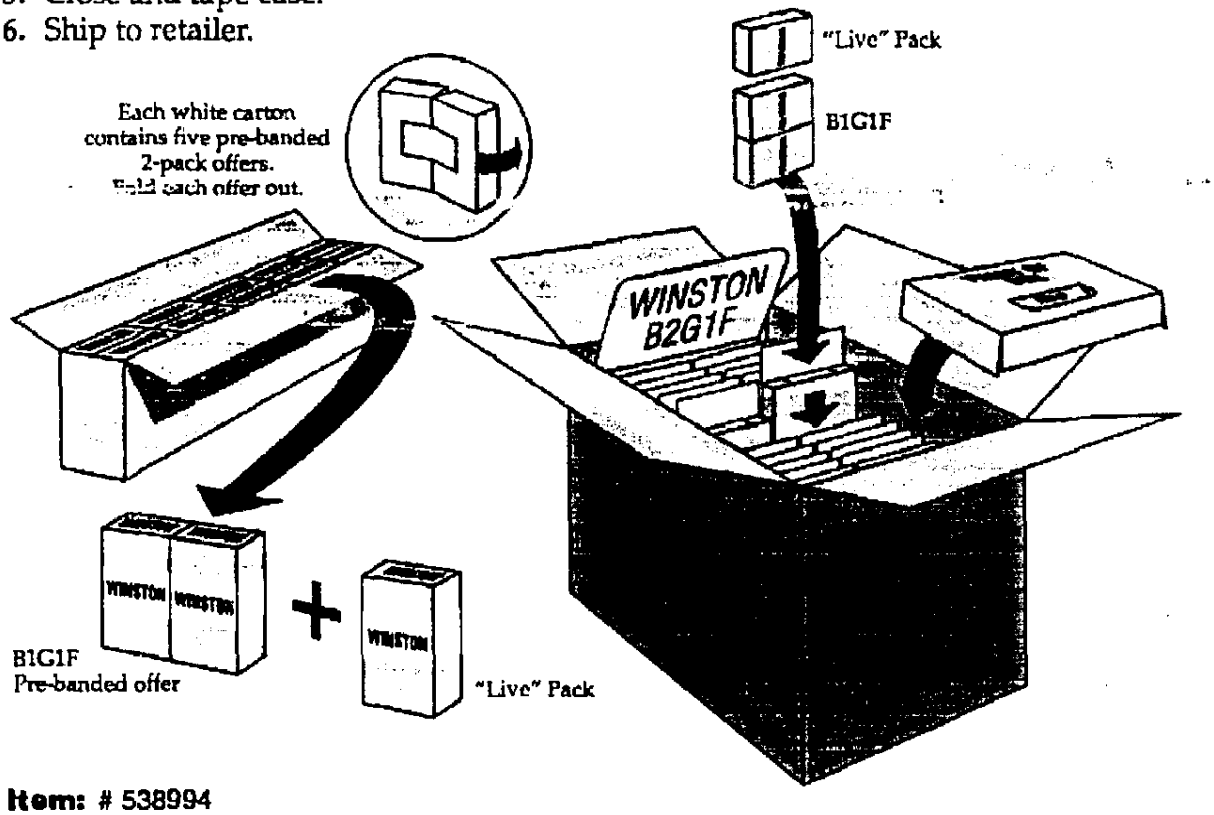
VALUE ADDED PROMOTIONS | **1ST QTR.'98**

March WINSTON B2G1F

(Buy 2 Packs Get 1 Free)

STEPS

1. Open WINSTON B2G1F shipping case. Remove red cardboard insert.
2. Place one B1G1F offer into each Winston style specific sleeve. **Promotional product is in white cartons, utilize 2 cartons Winston Lt. Box, 1 carton Winston FF Box and 1 carton Winston Ul. Lt. Box.**
3. Add one "live" Winston pack of same style to each offer.
4. Place red cardboard insert back into case. Fold display header card down.
5. Close and tape case.
6. Ship to retailer.



Item: # 538994

Promotion Reporting Description: WIN MAR B2G1F

Brand Style	LT BOX	FF BOX	ULT LT BOX			
Number of Cartons	2	1	1			

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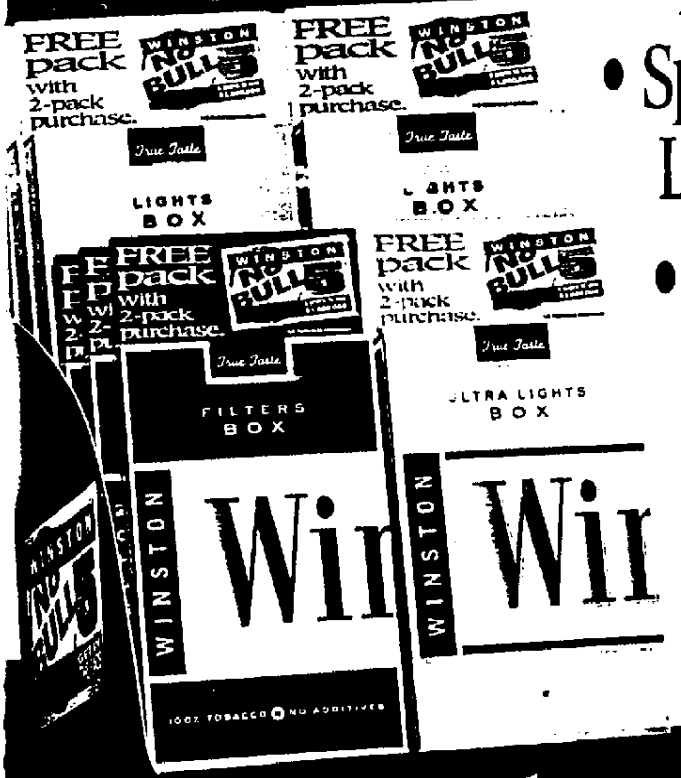
P10 IN USA

FREE pack with 2-pack purchase.

Smoke this.

FREE pack with 2-pack purchase.



- Kick off March with this offer: Buy 2 packs. Get one free.
- Special packaging in Full Flavor, Lights and Ultra Lights Box Styles.
- Dramatic counter display and poster.
- Another No Bull 5 way to build traffic.

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Winston

WINSTON NO BULL 5 DEAL

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